



## Junichi Masuda

Managing Director  
GAME FREAK inc.  
Tokyo, Japan

Junichi Masuda was born in Yokohama City, Kanagawa Prefecture in 1968. He began his career at GAME FREAK inc. in 1989. As one of the founding members of GAME FREAK Inc., he has been involved in the development of all video game titles that the company has worked on including the Pokémon series. Along with his main responsibility as a game producer, he also works in a wide range of areas including game design, music composition and scenario writing.

Masuda currently serves as Managing Director at GAME FREAK inc. Masuda is the producer for *Pokémon Sword* and *Pokémon Shield* for the Nintendo Switch system.